

Watching Ramadan Drama and Egyptian People Preference for Video Streaming Services Over Traditional Television "A Survey Study"

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ABSTRACT

Every year, and throughout the holy month of Ramadan, Egyptian people regularly watch television drama. Viewership reaches its peak in Ramadan, and as a result, Ramadan drama is considered to have a great cultural and social impact on the Egyptian society. Moreover, during Ramadan video streaming services become more popular in Egypt and achieve greater success in terms of subscription rates. As such, this study focused on investigating the reasons why Egyptian people prefer video streaming services over traditional television for watching Ramadan drama, and the impact of that on their watching behaviors. An online questionnaire survey was circulated to a sample of Egyptian people, and 563 participants of different ages and backgrounds took part in it. The critical evaluation of the collected data showed how significantly Egyptian people are affected by Ramadan drama and the extent it figures an important part of their life. The data also highlighted that video streaming services have many advantages over traditional television. Likewise, the study provided valuable indications about the changes happened in Egyptian people viewing behaviors. It was concluded that Egyptian viewers prefer video streaming services over traditional television for watching Ramadan drama due to a plenty of different reasons.

Keywords: Egypt, Ramadan, Television Drama, Video Streaming Services

INTRODUCTION

With a population of 105 million citizens, Egypt has long been regarded as an Arabic culture and media hub; it is often referred to as "Hollywood of the East" and has always been the production leader of various forms of entertainment in the Arab world (El Tarabishi and Galal, 2018).

Egyptian Television Drama

Television is considered an essential part of the daily life of every Egyptian household; television drama in particular is a powerful cultural force in the Egyptian society. This is due to its popularity, its capacity to engage audiences, and the fact that its messages have an indirect impact on the whole public and can get past obstacles like illiteracy (Khalaf, 2017). Al-Hassan (2010) adds that television series have the power to influence people's attitudes, actions, and preferences. Therefore, no other form of media has received as much attention as television drama receives from all Egyptian society classes. Watching television series has occupied a place in the life of Egyptians for decades as the ultimate daily entertainment activity. It would not be an exaggeration to say that today Egyptian drama has become the type of media most able to harmonize with the public mood, stimulate their imagination and even challenge their conscience. Over the years, television series have acted as witnesses of the Egyptian society evolution and a means of accurately tracking its transformations (Muharram, 2010; El Shaer, G. 2015). Egyptian television drama has contributed as well to the spread of Egyptian culture, dialect, and political views all over the Arab world.

Ramadan Drama

During the entire month of Ramadan, i.e. every day from dawn to sunset, Muslims are not allowed to eat, drink, smoke, or engage in any sexual activity, but to pray and to focus more on their relationship with their God (i.e., Allah). However, and in addition to its religious significance as a holy month devoted for worshiping and religious observance, Ramadan has become associated with watching television programs in general and drama in particular (Deana, 2009; Abdennour, 2007; Saidi, 2019). Ramadan drama has become an essential component of the Egyptian social culture and a key source of pleasure for millions of people (Dajani, 2009). In fact, the history of Ramadan drama in Egypt could be traced back to the 1960s, when television was first introduced to the country (Sakr, 2007). Nowadays, numerous television networks and production companies compete each year during Ramadan for the release of their drama series, which remarkably and increasingly draw large numbers of viewers. Moreover, almost all Ramadan television drama series are available to watch online thanks to video streaming services, as such if someone would rather focus on their prayers during the times those series are broadcasted on traditional television, s/he can watch them later on as streamed video. Typically, all those television series consist of 30 episodes, though their genres vary and the topics they present do not have to be related to Ramadan. They could be comedy, crime stories, historical narratives or even topics related to social issues (Ali and Sharaf, 2019; Abdel-Magied, 2022). And despite the existing diverse perspectives on the impact Ramadan drama has on audience, it is well established that themes from Ramadan

drama have helped – and continue to help – in developing human values, customs, personalities, and solutions to local problems (Sadek, 2006; Georgiou, 2012).

That popularity of Egyptian Ramadan drama is widespread throughout the Arab world as well, this is due to the shared cultural heritage. Egyptian television series, and although their primary focus is on local Egyptian issues, are very popular across all Arab nations (Khalil and Kraidy, 2009). According to existing research studies, Egyptian television drama and their characters are highly well-liked throughout the Arab world. It turns out that one of the best ways to establish a shared public opinion and attitude toward any topic, not just in Egypt but throughout the Arab world, is to air a television series during the month of Ramadan (Abu-Lughod, 2008).

Video Streaming Services

According to Seel and Dupagne (2010), video streaming services, also known as "Subscription Video On Demand – SVOD", are Internet platforms which provide audio-visual streamed content that could be viewed using any suitable display. "Netflix", "Hulu", "Amazon Prime Video", "HBO NOW", "Disney+", "Apple TV+", "Orbit Showtime Network – OSN", "STARZPLAY", "Watch IT" and "Shahid" are examples of the most popular Over-The-Top (OTT) video streaming services that have emerged during the last 20 years. Through these services, viewers can watch television programs, drama, movies, sports, and plenty of other content. It is important to note that the growth of video streaming services would not be possible without the growth of fast and reliable internet connections, besides the growth of smartphones and other similar devices (Erman et al, 2011). Today, video streaming has become fully embedded into the life of many people. It is expected that the number of video streaming subscribers worldwide will exceed 1.5 billion by 2025 (Research and Markets, 2020; PwC, 2024). And regardless of the positive or negative factors associated with that, the growth of these services will undoubtedly change the future of television and the way media industry operates (Gonçalves et al., 2014; Sujata et al., 2015).

Video Streaming Services Versus Traditional Television

In fact, the popularity of video streaming services challenges our orthodox understanding of how television, and other screen media, are created, circulated and consumed (Holt and Sanson, 2014). According to Lotz (2017) and Evens et al (2021), video streaming services prompt certain uses of technology to fulfil certain viewers' needs, which leads to a viewing experience quite different from that created by traditional television. There are few key differences between video streaming services and traditional television.

Unlike traditional television, the content of streaming video services is not presented in schedules, but as part of a curated library classified under different themes or genres, which satisfies viewers' everlasting desire for spectacular and distinctive content (Jenner, 2018; Kirk et al., 2015). Netflix, for example, promotes that using terms such as "user freedom" and "active audiences" (Burroughs, 2019).

With video streaming services, viewers can re-watch specific episodes or movies whenever they choose to or pause a program and return to watch it later (Birch, 2019). Viewers

have control over which content they want to watch, when (time-shifting), where (place-shifting) and through which device (e.g. smart televisions, smartphones, tablets, laptops, desktops, or any other device with a screen and internet connection) (Marinelli and Andò, 2017; Wang et al., 2016). Furthermore, some video streaming services allow users to download shows and movies to their devices so that they can watch the content offline without an internet connection. This feature is particularly advantageous during times of travel, power outages, or in locations with poor internet or service (Evens and Donders, 2018). Such accessibility is perhaps one of the major benefits of video streaming services.

By collecting data about viewing patterns, location and search history, video streaming services can offer numerous ways to customize the viewing experience. As such, personalized services recommend programs according to viewers' preferences and needs, which leads to a higher level of engagement (Kübler et al., 2021).

As many viewers see advertisements annoying and inconvenient, many video streaming services provide their users with ad-free content, or at least a content which contains shorter ads than traditional television (Sloane, 2019).

While "togetherness" remains an important feature of traditional television, i.e. people talk about the same program they have watched at the same time (Samuel, 2019), video streaming services, and due to the individualized viewing experience they offer, can be seen as having a negative effect on people relationships (Johnson, 2019). To solve such a problem, video streaming services developed functions like "Teleparty" and "Watch with Friends" which enable people to watch series virtually together and start online conversations about what they have watched (Luders and Sundet, 2022).

Video Streaming Services in Egypt

Scientific literature has already addressed video streaming in the context of some developed countries (Dwyer et al., 2018; Park, 2019); but this is not quite true in regard to Egypt and the rest of the Arab world. In fact, video streaming services have been available in Egypt for more than a decade now. But, only a few years ago, Egypt has witnessed a rapid increase in video streaming services subscriptions for both regional services, such as "Shahid" and "Watch IT", and international video streaming services, such as "Netflix". "Shahid" was launched in 2011 to serve a diverse Arab audience across the world. It is considered now one of the largest streaming platforms in the Middle East in terms of size and reach. "Shahid VIP", which was introduced in 2019, is the free-ad premium version of "Shahid" and depends mainly on the production of original Egyptian drama. Meanwhile, "Watch IT" is a platform that was introduced in early 2019, and a large part of its content is actually drama that was previously aired on Egyptian traditional television (Vadehra, 2019). On the other hand, "Netflix" entered the Middle East region in 2016 with the aim of providing a diverse global content. Nevertheless, the Egyptian current increase usage of video streaming services is in fact a direct result of what Egypt has gone through over the last few years of massive availability of smartphones, tablets, and smart television sets, besides the development that took place in telecommunications infrastructure and the introduction of 4G Internet technology which offers uninterrupted fast connectivity (Allam and Chan-Olmsted, 2021). Furthermore, and during

2019, the total number of internet users in Egypt counted for 54.74 million, which is more than half of the whole country population. It was reported as well that the average Egyptian person spends about 8 hours per day using the internet, 3 hours of which are used for video viewing. Obviously, Egypt has a large population with a high demand and passion for streamed video content (ICT, 2020; CAPMAS, 2020; Allam and Dinana, 2021).

METHODOLOGY

Along with the secondary data this study gathered by reviewing scientific research papers, reference books and scientific reports, the primary data of the study were generated through an online structured questionnaire survey. To check questions wording and flow, besides eliminating any unclear items, an initial pilot questionnaire form was first tested before the final questionnaire form was created and distributed. The final questionnaire form included eight close-ended questions, beside some personal questions (A copy of the used questionnaire form is included within Appendix 1). The questionnaire link was sent by e-mail and posted on various social media platforms (i.e. Facebook, Instagram and WhatsApp) with the aim to collect the opinions of multiple-ages and different-backgrounds groups of the Egyptian people. Actually, and because of its nature as an online survey, the questionnaire was able to reach a wide range of the Egyptian public (i.e. 958 persons), therefore, it is believed that a random sampling approach has been followed in this research. The participants completed their feedback within the duration of five weeks time, during fall 2023 (i.e. between September and October 2023). Afterwards, the collected data were processed and analyzed using the suitable tools of both the "SPSS" and "MS Excel" software.

FINDINGS AND DISCUSSIONS

As stated, the primary data of this research work was collected through an online structured questionnaire survey directed to a sample of different ages and backgrounds participants representing the whole Egyptian people. Such a sample size suggests that this research is robust and could help in creating a clear idea about the reasons why Egyptian people prefer video streaming services over traditional television for watching Ramadan drama, and the impact of that on their watching behaviors. All forms of those who are not Egyptians, those who are not subscribers to video streaming services and those who do not watch Ramadan drama by means of such services, besides all mistaken and/or uncompleted forms, were all excluded and ignored. The total number of forms that were finally processed was 563 forms. Following is an analysis of participants' answers to each questionnaire item.

Participants' gender:

56.21% of those who answered the questionnaire survey were female participants, while the rest (43.79% of the whole sample) were males. Although this may produce a threat of bias in the results, it is not a serious issue in the context of this study, as traditionally in Egypt, females, especially those who are housewives and don't work outside their homes, spend much more time watching television than males, as such females' opinions are more important for this research work than males' opinions.

Participants’ age ranges:

49.9% of the survey participants were younger than 20 years old, and 28.7% of them ranged between 20 and 30 years old. Meanwhile, 7.8% of the participants were between 31 and 40 years old, 6.96% of them indicated their age range to be between 41 and 50 years old, and 4.79% of them said that they were between 51 and 60 years old. Only 2.3% of the participants indicated their age to be older than 60 years. This age distribution among sample participants is in fact quite acceptable and well serves the study, as according to previous studies (e.g. ICT, 2020 and CAPMAS, 2020), most of the Egyptians who frequently watch television drama through video streaming services are young people, as such their views on the research topic are more valuable than older people’s views.

Participants’ Age Ranges	Age Category					
	Younger than 20	20 to 30	31 to 40	41 to 50	51 to 60	Older than 60
Number of Participants	281	159	44	39	27	13
Percentage	49.9%	28.7%	7.8%	6.96%	4.79%	2.3%
Total: 563						

Statistical Calculations	Median: 41.5	Mean (μ): 93.83	Variance (σ^2): 9294.81	Standard Deviation: 96.41
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Table 1: Participants’ age ranges.

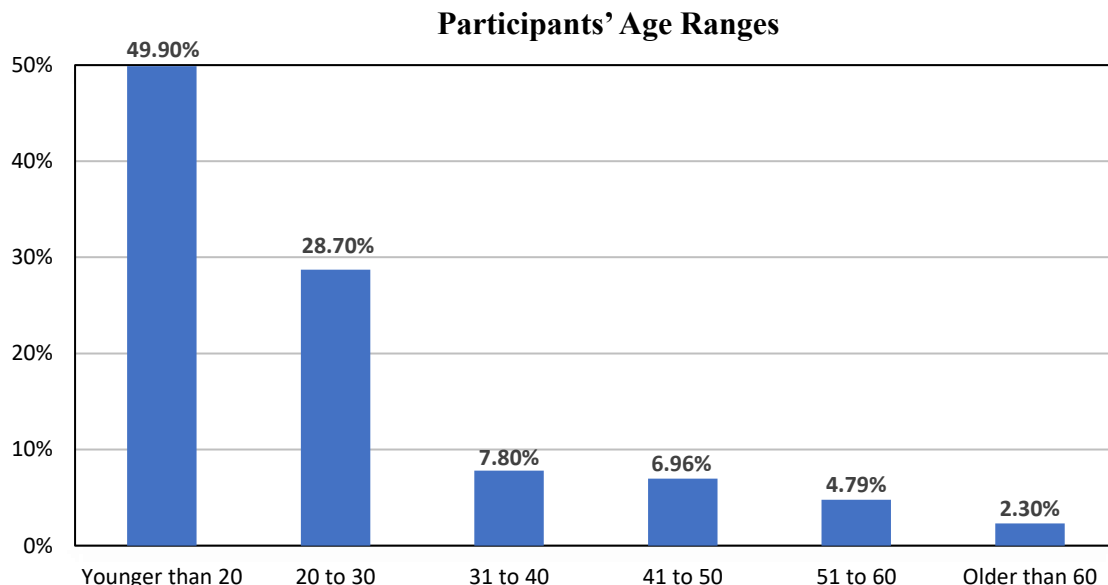


Chart 1: Participants' age ranges.

Participants' educational level:

Only 1.24% of those who answered the questionnaire survey were primary school students, 5.5% of them were preparatory school students and 17.4% of them were secondary school students. The largest respondents' segment (i.e. 212 participants – 37.6% of the whole sample) indicated that they were college students, while 29.9% of them said that they hold a bachelor's degree. No more than 2.3% of the participants pointed out that they hold a Master or a PhD degree, while 6.1% of them specified their educational qualification to be other than those qualification categories mentioned in the form (e.g. training, professional experience, etc.).

Participants' Educational Level	Educational Level/Qualification						
	Primary	Preparatory	Secondary	College student	Bachelor	Master or PhD	Other
Number of Participants	7	31	98	212	168	13	34
Percentage	1.24%	5.5%	17.4%	37.6%	29.9%	2.3%	6.1%
Total: 563							

Statistical Calculations	Median: 34	Mean (μ): 80.43	Variance (σ^2): 5689.38	Standard Deviation: 75.43
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Table 2: Participants' educational level.

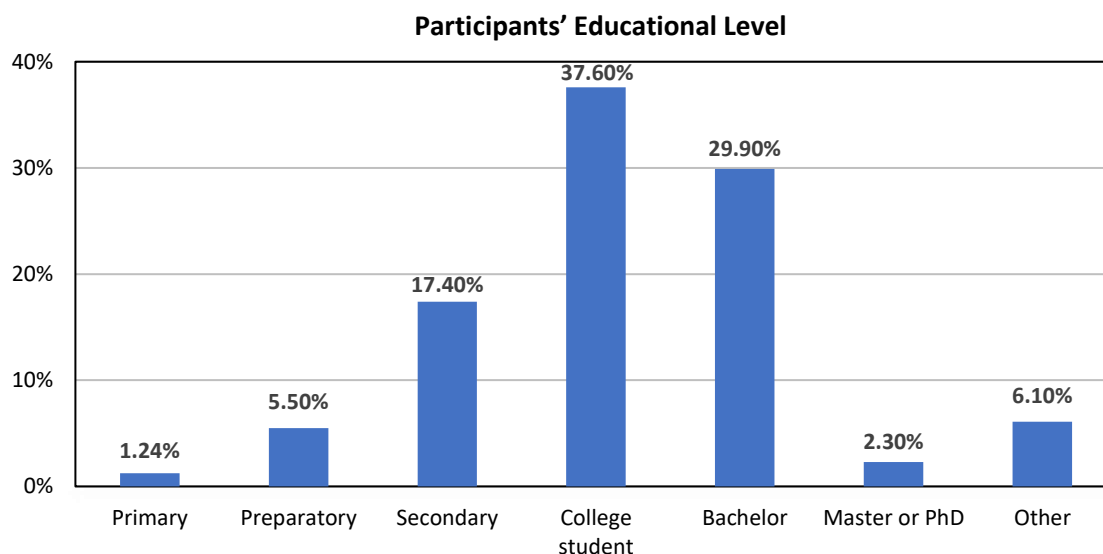


Chart 2: Participants' educational level.

Participants' video streaming services subscription:

"Watch IT" video streaming service came first supported by 32.5% of those who participated in the study survey. "Shahid" came second as 25.8% of the participants indicated that they are subscribed to it. Meanwhile, "Netflix" was the third most popular video streaming service among participants, as it was selected by 23.6% of the participants, followed by "OSN" (i.e. selected by 7.1% of the participants), "STARZPLAY" (i.e. selected by 5% of the participants) and "Amazon Prime video" (i.e. selected by 3.7% of the participants). "Hulu" came last with only 0.7% of the participants' choices. In the meantime, 1.6% of the participants pointed out that they are subscribed to video streaming services other than those mentioned in the questionnaire form. Apparently, and as the collected data suggest, Egyptian people favor local and regional video streaming services (i.e. Watch IT, Shahid and OSN) over international ones, with "Netflix" being the most popular international video streaming service among Egyptians.

Participants' video streaming services subscription	In any of the following video streaming services are you subscribed? (Please, choose all applicable)							
	Watch IT	Shahid	Netflix	Hulu	Amazon Prime video	OSN	STARZPLAY	Other
Number of Participants	242	191	176	5	28	53	37	12
Percentage	32.5%	25.8%	23.6%	0.7%	3.7%	7.1%	5%	1.6%
Total: 744								

Statistical Calculations	Median:	Mean (μ):	Variance (σ^2):	Standard Deviation:
	45	93	7745	88

Table 3: Participants' video streaming services subscription.

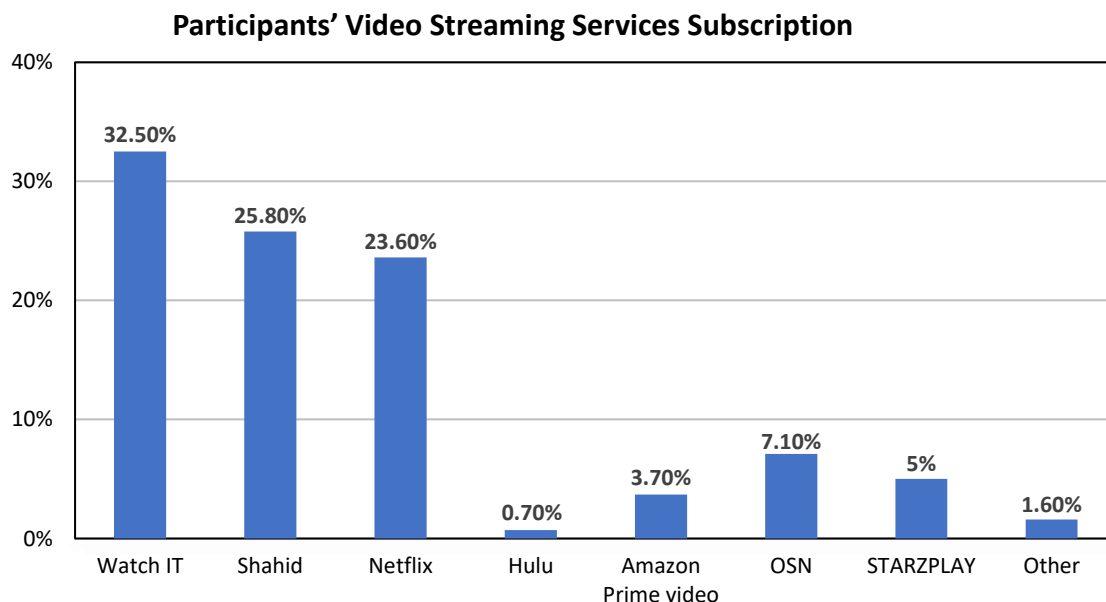


Chart 3: Participants' video streaming services subscription.

Participants' daily duration of watching Ramadan television drama:

The highest score here went to the "4 to 5 hours" choice, with 43.7% of all participants' records, followed by the "2 to 3 hours" choice, with a very close score, i.e. 40.5% of the records. Meanwhile, 9.4% of the participants said that they spend between 6 to 8 hours daily during Ramadan in watching television drama. 3.7% of the participants stated that they watch television drama during Ramadan for less than an hour, and only 2.7% of them pointed out that

they assign more than 8 hours of their time every day during Ramadan for watching television drama. Such results lead us to two important conclusions, first the robustness of this research work, as the majority of those who took part in the study questionnaire survey do spend long hours every day during the month of Ramadan watching television drama, as such their views about the study topic are considered quite correct. Secondly, these results verify what has been already suggested during the literature review phase of the study (e.g. Abdennour, 2007; Deana, 2009; Saidi, 2019) that television viewership rate reaches its peak in Egypt during the month of Ramadan.

Participants' daily duration of watching Ramadan television drama	Please indicate for how long per day do you watch television drama during Ramadan?				
	0-1 Hour	2-3 Hours	4-5 Hours	6-8 Hours	More than 8 Hours
Number of Participants	21	228	246	53	15
Percentage	3.7%	40.5%	43.7%	9.4%	2.7%
Total: 563					

Statistical Calculations	Median: 53	Mean (μ): 112.6	Variance (σ^2): 10516.24	Standard Deviation: 102.54
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Table 4: Participants' daily duration of watching Ramadan television drama.

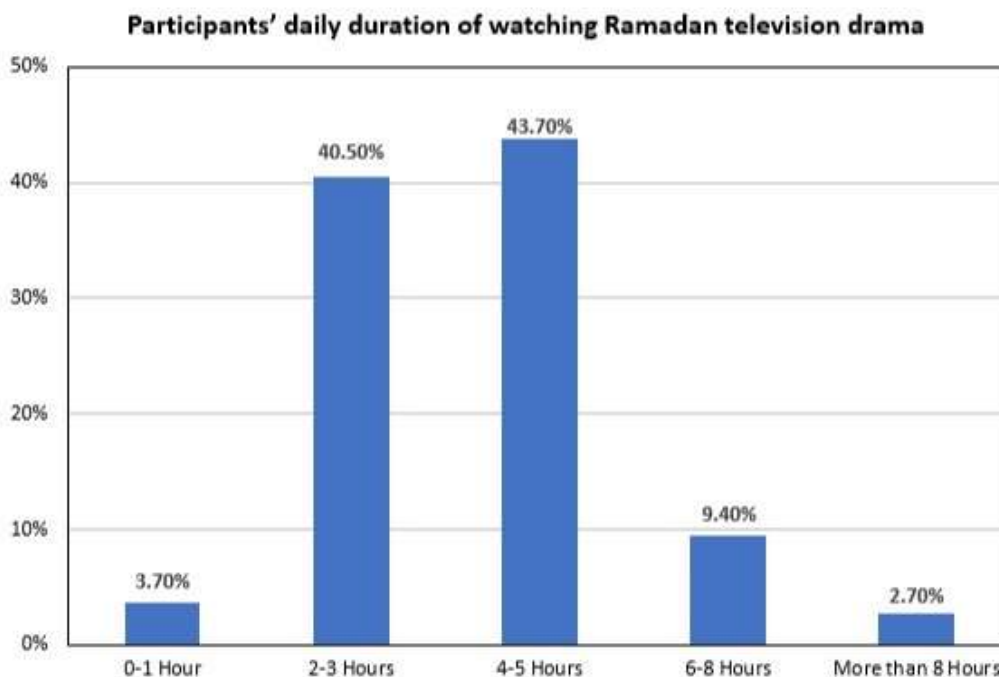


Chart 4: Participants' daily duration of watching Ramadan television drama.

Participants’ reasons for favoring video streaming services over traditional television to watch Ramadan drama:

The most chosen reason for favoring video streaming services over traditional television to watch Ramadan drama, and according to 40.8% of the sample participants, was the notion that the series shown on video streaming services are more enjoyable than those shown on traditional television. The second most popular choice, which 24.26% of those who took part in the study survey named as their reason for favoring video streaming services over traditional television, was the ad-free content the services offer. The feature of video streaming services which allows users to search for and watch their favorite programs was the third most chosen reason (i.e. selected by 15% of the participants), followed, with a very close score, by the fact that video streaming services could anticipate their users’ needs (i.e. selected by 14% of the participants). The reason that gained the lowest record was the easiness of usage and the overall organization of the service interface (i.e. selected by only 5.94% of the participants). In fact, these results match well with what the researcher had predicted before conducting the survey, as the Egyptian people are well known with their likeness and admiration of good television drama, and their unlikeness of annoying prolonged advertisement sequences which are usually inserted within drama episodes when shown on traditional television, hence it is quite understood why these two reasons were the first to be chosen here by the survey participants.

Participants’ reasons for favoring video streaming services over traditional television to watch Ramadan drama	What are the reasons that make you favor video steaming services over traditional television? <i>(Please, choose all applicable)</i>				
	Video streaming services are easy to use, and I easily find my way through what	Video streaming services allow me to search for programs, and to watch my favorite	Series shown on video streaming services are more enjoyable than those shown on	Video streaming services anticipate my needs	Video streaming services allow me to avoid advertising
Number of Participants	50	126	343	118	204
Percentage	5.94%	15%	40.8%	14%	24.26%
Total: 841					

Statistical Calculations	Median:	Mean (μ):	Variance (σ^2):	Standard Deviation:
	126	168.2	10021.76	100.1

Table 5: Participants’ reasons for favoring video streaming services over traditional television to watch Ramadan drama.

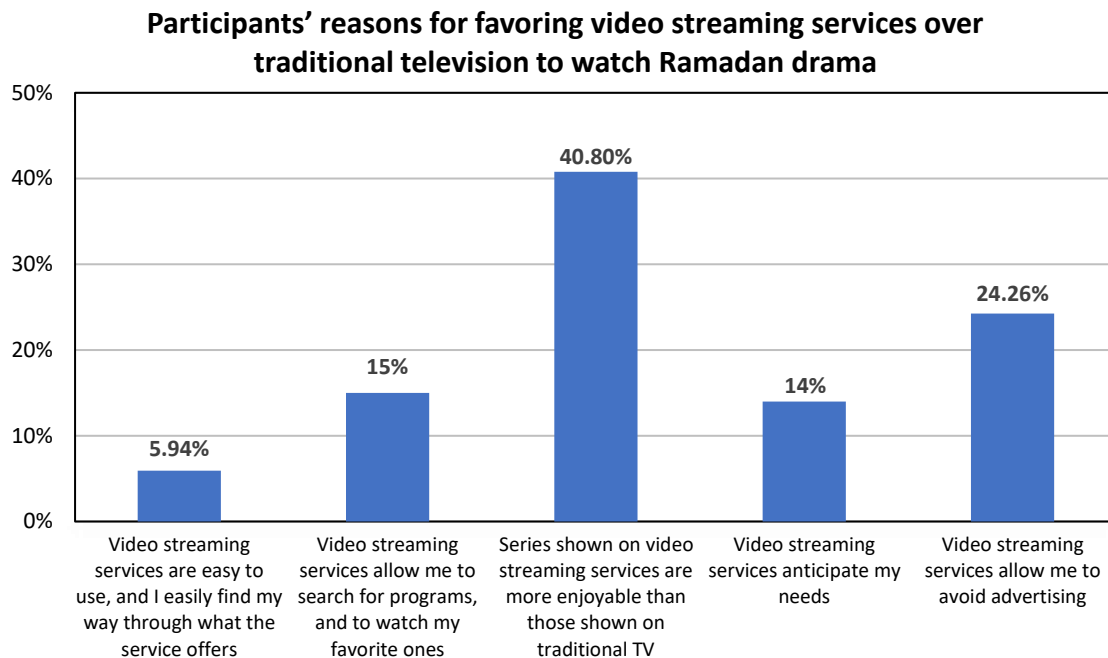


Chart 5: Participants' reasons for favoring video streaming services over traditional television to watch Ramadan drama.

Participants' experience with video streaming services compared to their experience when watching traditional television:

When the participants were asked to describe their experience with video streaming services compared to the experience they normally gain when watching drama through traditional television, most of them chose "Much Better" (i.e. selected by 21% of the participants) and "Better" (i.e. selected by 54.5% of the participants). On the other hand, 14.2% of the participants mentioned that the services are "Worse" than traditional television, and 3% of them said that the services are "Much Worse" than traditional television. From the whole sample, only 7.3% participants said that their experience with both video streaming services and traditional television are similar. Actually, these results match well with what the literature review phase of the study suggested beforehand that video streaming services have many advantages over traditional television, which makes the experience of these services' viewers better, if not superior, than the experience they usually get when watching the same content on traditional television.

<p>Participants' experience with video streaming services compared to their experience</p>	<p>How do you describe your experience with video streaming services compared to the experience you get when watching traditional television?</p>
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when watching traditional television	Much Better	Better	Similar	Worse	Much Worse
Number of Participants	118	307	41	80	17
Percentage	21%	54.5%	7.3%	14.2%	3%
Total: 563					

Statistical Calculations	Median :	Mean (μ):	Variance (σ ²):	Standard Deviation:
	80	112.6	10629.84	103.1

Table 6: Participants’ experience with video streaming services compared to their experience when watching traditional television.

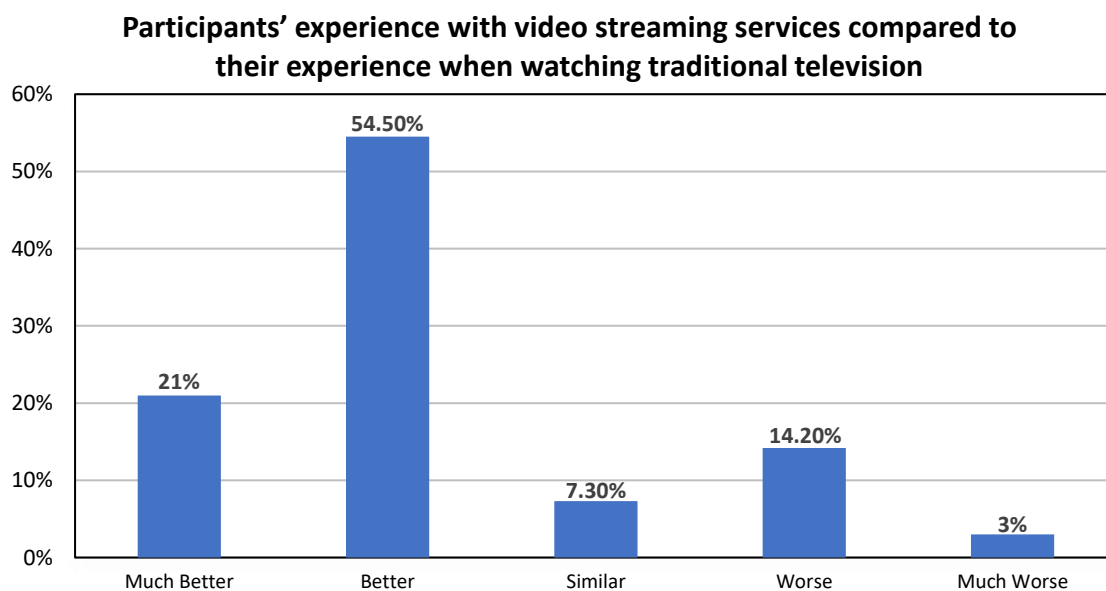


Chart 6: Participants’ experience with video streaming services compared to their experience when watching traditional television.

Impact of watching Ramadan drama through video streaming services on participants’ watching behaviors and habits:

More than half of the sample participants agreed that watching Ramadan drama through video streaming services has a great impact on their watching behaviors and habits (i.e. "16.7% of the participants selected Strongly Agree" + "31% of the participants selected Agree" + "15.3% of the participants selected Slightly Agree" = "63% of all participants"). On the other hand, 131 of the sample participants refused such idea (i.e. "5.7% of the participants selected Strongly Disagree" + "10.3% of the participants selected Disagree" + "7.3% of the participants selected

Slightly Disagree" = "23.3% of all participants"). Only 13.7% of the participants were neutral and did not express a specific view. It is obvious from these results that most of the Egyptian viewers feel the impact that video streaming services have on their television watching behaviors and habits, which again distinguish the viewers' experience with these services from the experience they usually get when watching traditional television. From another perspective, the drawback here is perhaps the fact that the questionnaire did not really ask the respondents, nor gave them the chance to express their views, about the specific aspects they believe their watching behaviors and habits have changed after switching to video streaming services. Investigating that would have enriched the present study, however if could be justified as the scope of the study is to somehow focuses more on services' general impact on viewer's viewing behavior not on specific aspects of that behavior, anyway that research point could be a subject of an interesting future study.

Impact of watching Ramadan drama through video streaming services on participants' watching behaviors and habits	Watching Ramadan drama through video streaming services has a great impact on your watching behaviors and habits?						
	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
Number of Participants	94	175	86	77	41	58	32
Percentage	16.7%	31%	15.3%	13.7%	7.3%	10.3%	5.7%
Total: 563							

Statistical Calculations	Median: 77	Mean(μ): 80.4	Variance (σ^2): 1939.1	Standard Deviation: 44
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Table 7: Impact of watching Ramadan drama through video streaming services on participants' watching behaviors and habits.

Impact of watching Ramadan drama through video streaming services on participants' watching behaviors and habits

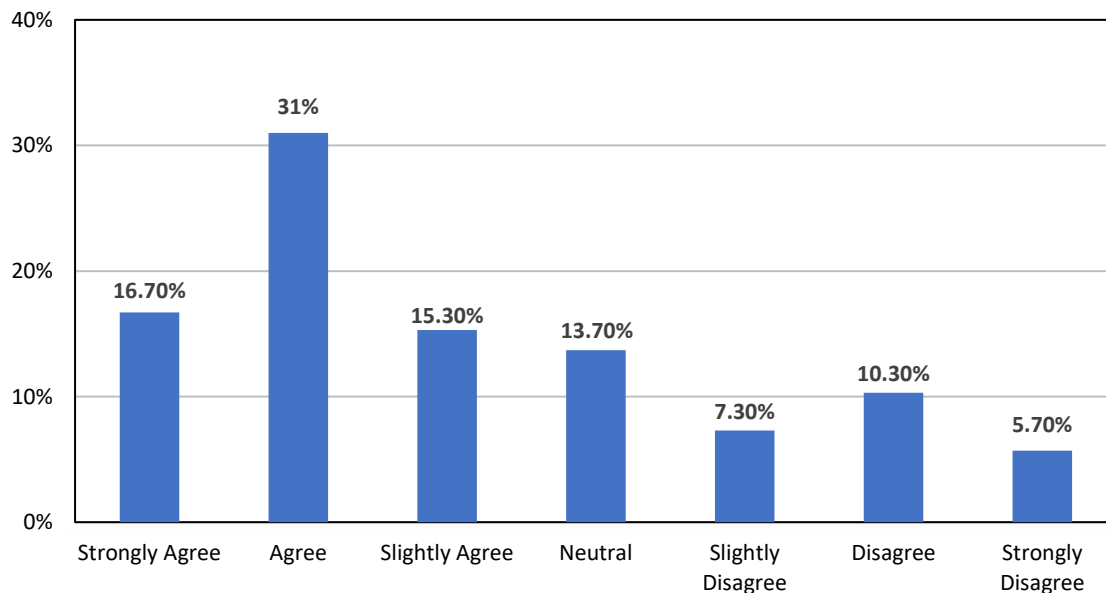


Chart 7: Impact of watching Ramadan drama through video streaming services on participants' watching behaviors and habits.

Impact of watching Ramadan drama through video streaming services on participants' feeling as part of a community:

This is the survey question that divided the sample participants into two equal groups. The percentage of those who agreed with the notion that watching Ramadan drama through video streaming services allows them to connect with others as a part of a community and talk together about what they have watched was 39.1% of the participants (i.e. "12.1% of the participants selected Strongly Agree", "18.8% of the participants selected Agree" and "8.2% of the participants selected Slightly Agree"). Meanwhile, the percentage of those who disagreed with the same notion was 41.4% of the participants (i.e. "8% of the participants selected Strongly Disagree", "24.1% of the participants selected Disagree" and "9.3% of the participants selected Slightly Disagree"). We already learned from previous research and available literature that "togetherness", which means people talking together about the same television program they have watched at the same time, is an essential feature of traditional television, and it is not something that could be realized when watching video streaming services. However, and according to the results generated through this research work, it could be suggested that today's Egyptian viewers, possibly due to the social and economic changes already took place in the Egyptian society over the last decade, don't really bother losing such feature and sacrifice their communication with other viewers in the same watching community in order to enjoy other, more important from their points of view, features offered to them by video streaming services. From another perspective, perhaps this question wording itself was

unclear or even a little bit ambiguous, as such some participants may haven't fully understood its meaning or purpose, and as a result their answers were not really true representation of their thoughts.

Impact of watching Ramadan drama through video streaming services on participants' feeling as part of a community	Watching Ramadan drama through video streaming services allows you to connect with others as a part of a community and talk together about what you have watched?						
	Strongly Agree	Agree	Slightly Agree	Neutral	Slightly Disagree	Disagree	Strongly Disagree
Number of Participants	68	106	46	110	52	136	45
Percentage	12.1%	18.8%	8.2%	19.5%	9.3%	24.1%	8%
Total: 563							
Statistical Calculations	Median: 68	Mean (μ): 80.4	Variance (σ^2): 1145.6	Standard Deviation: 33.84			

Table 8: Impact of watching Ramadan drama through video streaming services on participants' feeling as part of a community.

Impact of watching Ramadan drama through video streaming services on participants' feeling as part of a community

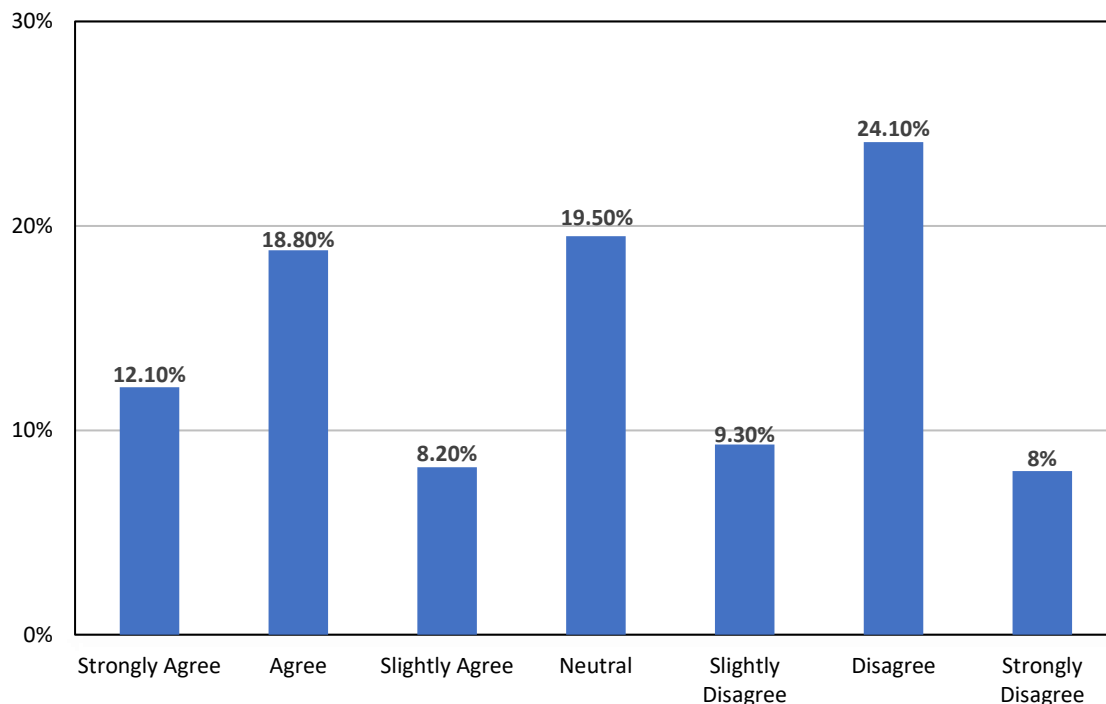


Chart 8: Impact of watching Ramadan drama through video streaming services on participants' feeling as part of a community.

CONCLUSION

Within the context of Egyptian Ramadan drama, this study deeply examined video streaming services and helped in understanding how video streaming technology shapes new patterns of audiovisual consumption and changes viewing experience in Egypt. The study data was first gained through literature review and then with the help of a questionnaire form to collect Egyptian people's opinions about the research topic. Based on the results of both the literature review and the questionnaire survey, the study main findings and conclusions could be summarized as following.

In Egypt, the holy month of Ramadan has become associated with watching television drama through both traditional television and video streaming services. Television drama is the Egyptians' most preferred type of entertainment during Ramadan. With its ability to engage the audiences, and its impact on the whole public attitudes and preferences, Ramadan television drama is, and will continue to be, an essential part of the daily life of the Egyptian people. The majority of Egyptians spend long hours every day during Ramadan watching television drama, and television viewership rate reaches its peak in Egypt during Ramadan.

The Egyptian society is in a current wave of video streaming, traditional television is facing a great challenge, entertainment industry is being shaped in a significant way, television viewing is never the same as it was, and Egyptian viewers have more choices than ever.

The Egyptian current increase usage of video streaming services is in fact a direct result of what Egypt has gone through over the last few years of massive availability of smartphones and smart television sets, besides the development that took place in telecommunications infrastructure and the introduction of advanced Internet technology that provides uninterrupted fast connectivity.

The most popular video streaming service in Egypt is "Watch IT" followed by "Shahid", then "Netflix", "OSN", "STARZPLAY" and finally "Amazon Prime video".

While Egyptian people in general favor local and regional video streaming services over international ones, "Netflix" is the most popular international video streaming service among Egyptians.

The first motivation for Egyptian people for favoring video streaming services over traditional television to watch Ramadan drama is that the series shown on video streaming services are more enjoyable than those shown on traditional television. Egyptians' other motivations for choosing video streaming services are the ad-free content the services offer and the ability of video streaming services to anticipate their needs.

Most of the Egyptian people who watch video streaming services feel that their experience with such services is better than the experience they gain when watching traditional television.

Many Egyptian viewers believe that watching Ramadan drama through video streaming services has a great impact on their watching behaviors and habits.

Egyptian people are divided regarding the impact of watching Ramadan drama through video streaming services on their feeling as part of a community. However, today's Egyptian viewers don't really bother losing such feeling for the sake of enjoying other features offered to them by video streaming services.

The rise of video streaming in Egypt comes with several drawbacks, perhaps the major drawbacks are the subscription costs and negative social implications.

In sum, the present study findings and conclusions could be helpful for media decisionmakers and content producers as the Egyptian media market suffers from the absence of an independent audience research centers that would provide data on audience's behavior and indicators on consumption pattern.

LIMITATION AND FUTURE RESEARCH

The study acknowledges that 563 participants are not enough to produce results that could be generalized to a nation of 105 million citizen, however, this study could be considered as a primary attempt to establish a foundation of literature for future researchers.

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